



Tobacco Company

Sarah Rush
Systems Coordinator
Buffalo ROU
1-800-942-6647

February 19, 1997

#1622: / S. Sheft / E. Economides / B. Steele / J. Coslett
#1623: S. Close / G. Bain / M. Tisinger / S. Haskin / J. Salerno
#1626: R. Noonan/ D. Neaf / B. Davignon / M. Morris
#1642: S. Schwalm / R. Tanchyk / H. Battle / J. McLean
#1645: R. Duszynski / A. Zecca / K. Jurgensen

1998 April Winston Deeper Promotion Coverage (DPC)
Promotion #800340

Ladies & Gentlemen:

Winston-Salem has set new guidelines for the DPC program. Each month a new DPC promotion will be run per Winston-Salem's guidelines. You can no longer choose when you want a specific brand promotion run in your direct accounts. Winston-Salem will set up the timeframe for the promotion and I will communicate it to you on a monthly basis, along with the proper ordering and voucher forms, direct account lists and allocations by manager and sales rep.

As clarification, the pay structure for DPC is as follows: we are not paying for actual number displays. We are paying the direct account for the number of retail stores participating in the DPC promotion regardless of the number of displays shipped to retail, i.e. 150 displays shipped to 120 stores, you only need to pay the account 120 stores x \$7.00 per store = \$840.00. When paying the .30¢ VPR payment, make sure you are only paying for "on-hand" inventory used. Promotional product order through me is off-invoice.

Attached is all the promotional information for the April Winston Promotion. DPC order forms must be mailed (please do not fax, the forms do not come through clear enough) to the ROU by March 16. The delivery date for to direct account will be March 30. The required ship date to retail is April 6, 1998.

Please reference the attached form which will be utilized to communicate promotions specifics to direct accounts verses previous customer letter.

If you have any questions, please contact me.

Regards,

Sarah

S. Rush

c: L. MacWilliams
R. Smith (*cover only*)
S. Macleod (*cover only*)
D. Keeney (*cover only*)
J. Campbell

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April Winston DPC Allocations

MANAGER / SR	DISPLAYS	VPRs
R. TANCHYK	240	240
J. MCLEAN	150	150
S. SCHWALM	55	55
H. BATTLE	120	120
R. DUSZYNSKI	120	120
K. JURGENSEN	298	298
A. ZECCA	150	150
E. ECONOMIDES	45	45
S. SHEFT	70	70
R. STEELE	30	30
J. COSLETT	130	130
S. CLOSE	30	30
G. BAIN	23	23
M. TISINGER	141	141
S. HASKIN	20	20
J. SALERNO	10	10
D. NEAF	63	63
B. DAVIGNON	10	10
M. MORRIS	20	20
TOTAL	1725	1725
REGION ALLOCATION	1725	1725
REMAINING ALLOCATIO	0	0

APRIL WINSTON DPC PRODUCT / DISPLAY ORDER FORM
Deeper Promotion Coverage

Responsible Mgr. / Sales Rep Name

ONLY REGULAR DPC PRODUCT IS AVAILABLE FOR THIS PROMOTION.

WINSTON 30¢ OFF 1-Pack / #800340

**Display Item #541553
VPR Item #541550**

Direct Account Name

SIS Number

Displays / 551553: _____ (20 packs per display)

VPR's / 541550: _____ (1 sheet of 20 30¢/pack VPRs per Display SKU)

Winston Regular DPC Brand Styles

Winston Box (12M)	Winston Lts Box (6M)

Arrival Date to Direct Account for product and promotion material is March 30, 1998.

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APRIL WINSTON
DEEPER PROMOTION COVERAGE PAYMENTS

TO ROU: Please request Payment for the following account:

FROM: _____
Name _____ Div. and/or Assign. # _____

DATE: _____

DPC PAYMENT FOR:

1st QUARTER WINSTON 30¢ OFF 1-PACK / #800340

ACCOUNT SIS # _____

Account Name: _____

SEND PAYMENT TO (X): ACCOUNT MY ATTENTION

ASSEMBLY/ DELIVERY PAYMENT:

#/Stores Shipped Displays	Rate per Store	Total
_____ x	\$7.00	= \$ _____

VPR PAYMENT:

#/packs	Rate per Pack	Total
_____ x	30¢	= \$ _____

Comments:

Complete One form for each Direct Account Payment is requested for
Mail this form to ROU Attn: Sarah

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R. J. Reynolds Tobacco Co.
Deeper Promotion Coverage (DPC)

Address Label

Date to Direct Account:

Date to Retail:

Contacts:

Direct Account Name:

RJR Manager/SR Name:

Promotion Description:

Promotion Reporting/Description:
(Required - RJR Wholesale Partners)

Presniped Promotional Product

6M Case UPC Code:	Brand Style	Quantity	Total EFT \$
12300-			
12300-			

Regular Product:

Brand Style	12M	6 M	Quantity	Total EFT \$

Display

Item Number	Quantity	Description

VPRs

Item Number	Quantity	Description

Comments:

RJR Use ONLY:
Voucher Number: _____ Amount: \$ _____ Date Requested: _____
Voucher to be sent to: ROU _____ Account _____

cc: RJR Manager _____

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